



# CITY OF SANTA BARBARA

## COUNCIL AGENDA REPORT

**AGENDA DATE:** September 12, 2006  
**TO:** Mayor and Councilmembers  
**FROM:** City Advisory Group Subcommittee  
**SUBJECT:** City Advisory Group Subcommittee Status Report

**RECOMMENDATION:** That Council:

- A. Receive a status report from the City Advisory Group Subcommittee;
- B. Approve the City Advisory Group Subcommittee's recommended administrative changes to the appointment process; and
- C. Provide direction to the City Advisory Group Subcommittee related to more complex items.

### DISCUSSION:

In February 2006, the City Council appointed Councilmembers Schneider, Barnwell and House to serve on the City Advisory Group Subcommittee. The Subcommittee was formed to focus on streamlining the City Advisory Group appointment process and outreach efforts to assist in filling vacancies. The Subcommittee also discussed a number of procedural questions that had been raised by various Councilmembers during the recruitment process.

The City Clerk's Office staff has been attending the Subcommittee meetings and continues to work closely with the committee members. To date, the Subcommittee has held six meetings to discuss simple administrative changes and more complex items related to the recruitment and appointment process. The City Attorney and staff from the Parks and Recreation Department were also on hand at some meetings to answer related questions. In addition, the Subcommittee invited Jarrod Schwartz, Executive Director of the National Conference of Community and Justice (NCCJ) to discuss how to improve current recruitment and outreach practices in order to create a more inclusive representation on the various Commissions, Boards and Advisory Committees.

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REVIEWED BY: \_\_\_\_\_ Finance \_\_\_\_\_ Attorney

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At this time the Subcommittee is recommending that the Council approve the administrative changes as noted on Attachment 1. If approved, it will be necessary in some cases for department staff to bring amended Council resolutions for adoption at a future Council meeting. It's the desire of the Subcommittee to complete these changes in time for the fall recruitment, which will begin on October 10, 2006.

Attachment 2 is a list of the more complex items associated with the City Advisory Group appointment process. While the Subcommittee listed specific recommendations, we are requesting that Council provide some additional direction related to these items, if necessary.

Finally, as a crucial part of a successful City Advisory Group program includes recruiting qualified applicants from throughout the Santa Barbara community, the committee dedicated significant time towards the City's outreach efforts. Currently, the City provides the following outreach related to the recruitment process:

- Post vacancy list and notices at the Central Library;
- Notify the media in writing of the upcoming recruitment;
- Provide recruitment information and application on the City's website;
- Advertise on Channel 18 prior to each televised City Council and Commission meeting; and
- Mail letters to interested persons and organizations.

In addition to the above practices, the Subcommittee developed additional processes as noted on Attachment 3.

The Subcommittee acknowledges that volunteers play a crucial role in the City of Santa Barbara's every-day tasks and activities. The City as an organization would not be as successful and vibrant without the hundreds of volunteer Commissioners/Board/Advisory Committee members' time, expertise and dedication to the greater Santa Barbara community. The Subcommittee hopes that these various administrative, procedural and recruitment changes will improve an already successful and significant part of the municipal governmental process.

**ATTACHMENTS:** Attachment 1 – List of Administrative Changes  
Attachment 2 – List of More Complex Items  
Attachment 3 – List of Outreach Efforts

**SUBMITTED BY:** Helene Schneider, Subcommittee Chair  
Brian Barnwell, Subcommittee Member  
Grant House, Subcommittee Member

**APPROVED BY:** City Administrator's Office

**City Advisory Group Subcommittee  
Recommended Administrative Changes**

The City Advisory Group (CAG) Subcommittee is recommending that the City Council approve the following recommended administrative changes related to the recruitment and appointment process for City Commissions, Boards and Advisory Committees (Advisory Groups):

**Guidelines for the City of Santa Barbara Advisory Groups:**

Issue #1. Equal Employment Opportunity (EEO) Policy and Diversity Policy Statements

Recommendation #1: Include language related to the City's EEO policy and diversity in the Guidelines for the City of Santa Barbara Advisory Groups (Guidelines).

Issue #2. Defining Positions

Recommendation #2: Define the role of the liaison, non-voting and voting member positions in the Guidelines.

Issue #3. Organizational Charts

Recommendation #3: Create organizational charts outlining each Board/Commission/Advisory Group (including advisory committees which are appointed by another Board or Commission, e.g. the Parks and Recreation Commission) under each specific City department. Include this information in the Guidelines.

Issue #4. Determine what to do with individual Commission/Board/Advisory Group Members who are serving in a "continuing to serve" capacity (i.e. the individual's term had expired and they are continuing to serve until someone else applies for the position).

Recommendation #4: No changes at this time. There will be no time limit when a member is asked to continue to serve.

Issue #5. Determine whether to allow someone who interviews for a position and was not selected during that recruitment process to still be eligible for appointment at the next semi-annual appointment meeting without interviewing again.

Recommendation #5: Continue following the current guidelines which require applicants to attend an interview at each recruitment period in order to be eligible for appointment.

- Issue #6. Consider establishing a process to move applicants from the Commission/Board/Advisory Group they originally listed on their application to another Board, Commission, or Advisory Group, if the applicant expressed interest during the recruitment process (assuming corresponding qualifications are met).

Recommendation #6: Revise the appropriate Council Resolution to state that with an applicant's approval, the Council may appoint an applicant to a Commission/Board/Advisory Committee other than that to which he/she originally applied.

- Issue #7. Evaluate whether the Council can fill a newly established vacancy during the semi-annual appointment Council meeting when a Commissioner/Board Member/Advisory Group member who is in the middle of a term on one Advisory Group is appointed to a new Advisory Group - thus creating the additional vacancy. A related issue occurs if an appointed Commissioner/Board Member/Advisory Group member resigns at any time other than the scheduled expiration of their appointment, thus creating a special vacancy.

Recommendation #7: Once the appointment process is complete, if there are eligible applicants remaining to fill any new vacancies, the City Clerk's Office can post a vacancy notice for 10 working days to fill the position. A Council Agenda Report may be prepared to interview and/or make an appointment to fill the position. Additional interviews will only be required if new applications are received during the time the notice was posted.

### **Length of Terms:**

Issue: Assess the length of terms for the Creeks Advisory Committee, Sign Committee and Community Events & Festivals Committee.

Recommendation: Change the terms from two years to four years in order to be consistent with all other committees.

### **Orientations for Commission/Board/Advisory Group Members:**

Issue: Research the City's current practice related to orientations for Board/Commission/Advisory Group Members.

Recommendation: Continue with the City's current practice where staff of each individual Board/Commission/Advisory Group provides an orientation to the members.

**Annual City Advisory Group Workshop:**

Issue: Consider including information about the role(s) of the various Advisory Groups during the annual City Advisory Group Workshop.

Recommendation: Provide all Commissioners/Board/Advisory Group Members with clear information related to their role and expectation prior to the workshop.

**Recognition of Commission/Board/Advisory Group Members:**

Issue: Review the City's current process related to recognition of Commission/Board/Advisory Group Members.

The City's current practice is to acknowledge outgoing Commissioner/Board/Advisory Group members at a reception hosted by the Mayor just prior to a Council Meeting. At the event, the advisory group members are presented with a letter of recognition and a City pin. Members are also acknowledged for their service at the City Council Meeting. The next recognition event will be held on Tuesday, September 12, 2006, at approximately 1:45 p.m. in the Mayor and Council Conference Room.

Recommendation #1: Continue with the City's current practice.

Recommendation #2: Invite Advisory Group members who are appointed by a body other than the City Council (e.g. the Parks and Recreation Commission appoints people to twelve advisory committees) to the Annual City Advisory Group Workshop and subsequent receptions.

**City Advisory Group Subcommittee  
Complex Items Needing Council Direction**

The City Advisory Group (CAG) Subcommittee is recommending that the City Council provide direction on the following more complex items related to the advisory group appointment process on specific Commissions and Boards:

**Airport Commission**

Issue: Determine whether to modify the applicant qualifications to include an additional resident within the South Coast.

Recommendation: No changes at this time.

**Architectural Board of Review**

Issue: Review the process to amend the City Charter to allow non-City residents to serve on the Architectural Board of Review, as is currently the case with the Historic Landmarks Commission and others.

Recommendation: The subcommittee should meet again to discuss this issue after the Neighborhood Preservation Ordinance update process is complete.

**Community Center Advisory Committees**

Issue: Determine if the Westside, Franklin and Lower Westside Center Advisory Committees have a HUD requirement for a Census Tract category.

Recommendation: Maintain the membership requirements as currently written although not required to do so by the HUD requirement, in order to ensure committee representation from the neighborhoods associated with the three community centers.

**Community Development/Human Services Committee**

Issue #1. Review the categories of the Community Development/Human Services Committee (CD & HSC) and its relation to any HUD requirements.

Recommendation #1: Per Community Development staff, the categories are current per the HUD requirement, therefore keep the current categories in place.

Issue #2. Determine if the Housing Authority Commission can appoint a representative to the CD & HSC Committee, in lieu of the current requirement, which is to appoint a member of the Housing Authority Commission.

Recommendation #2: Allow the Housing Authority Commission to appoint one member to the CD & HSC. The Housing Authority Commission would select someone to represent them subject to ratification by the City Council. **NOTE: The Subcommittee recommends that staff make this change in time for the Fall 2006 semi-annual recruitment.**

### **Community Events & Festivals Committee**

Issue: Review the categories of the Community Events & Festivals Committee and determine if any should be amended.

Recommendation: To ensure that the Council can more effectively recruit and retain members in all categories, amend the categories for the Community Events & Festivals Committee as follows:

- 3 representatives of the business/lodging/retail industry;
- 2 representatives of the cultural arts; and
- 2 representatives of the public at large (one of whom shall not represent any specific group)

### **Creeks Advisory Committee**

Issue: Review the composition of the Creeks Advisory Committee to determine if any changes should be made to the number of members and/or the qualifications. At the Subcommittee meeting of July 12, 2006, Parks & Recreation (P&R) staff indicated they would be meeting with committee members to discuss this issue.

Recommendation: Allow P&R staff to continue their review of this issue with the Creeks Advisory Committee. If changes are recommended by the Committee members, P&R staff will forward them to the Council for consideration prior to the annual recruitment.

### **Youth Council**

Issue: At the Council Meeting of April 18, 2006, it was suggested that the Council establish the Youth Council as a City Advisory Group, rather than an advisory group that is appointed by the Parks and Recreation Commission. During one of its meetings, the Subcommittee learned that P&R staff is currently working on the issue of the Youth Council's structure.

Recommendation: Allow P&R staff to continue with their review. No recommendation at this time.

## **City Advisory Group Subcommittee Outreach Efforts**

The City Advisory Group (CAG) Subcommittee dedicated significant time discussing how to improve outreach efforts. The following is a list of additional processes that have been put in place by the Subcommittee, and will be administered by the City Clerk's Office, unless otherwise specified:

### **Volunteer Committee Member List**

The Subcommittee requested that an organizational chart be created for advisory committees which are appointed by a Board or Commission. After surveying each City Department, it was determined that the Parks & Recreation Department (P&R) has 12 advisory (volunteer) committees and the members are appointed by the Park and Recreation Commission. P&R staff will provide the City Clerk's Office with a current list of the volunteer members prior to each recruitment for peer-to-peer outreach purposes. The Subcommittee felt that vacant CAG positions could be filled by performing outreach to members serving on these committees.

### **City Advisory Group Brochure**

A brochure will be created for recruitment and outreach purposes. The City Clerk's Office staff will prepare a tri-fold brochure outlining the 30 Boards/Commissions/Advisory Groups and the appointment process. The tri-fold brochure will also include language related to the City's EEO Policy and diversity. The Subcommittee suggests that Councilmembers provide copies of the brochure to members of the public while speaking at events.

### **Video Clip Featured on Inside Santa Barbara**

The Subcommittee requested the creation of a short video production through City TV to assist with outreach efforts. This past Spring, City TV taped a short video regarding citizen participation on the various City advisory groups. The video will be featured and updated on Channel 18 a few weeks prior to the close of the recruitment period and will include specific information related to the application process and deadlines.



### **News Releases**

A news release template will be prepared for future recruitments to assist with the City's outreach efforts.

### **On-line Applications**

The City Clerk's Office staff created a form-fill application, which is now available on the Internet and Portal. The information on the web page states that applicants may submit the application in person, via mail, via fax or via e-mail. As applications are submitted, they are uploaded to the Portal for viewing and/or printing by the City Council and staff. This procedure was available and used during the Spring 2006 recruitment period.

### **Interview Process for the Community Center Advisory Committees**

On October 19, 2004, the Council adopted Resolution No. 04-086 establishing a new interview process for the Community Center Advisory Committees. The Council appoints three Councilmembers to a subcommittee to conduct interviews of applicants to the community center advisory committees. This outreach effort has increased the level of participation, resulting in the ability to fill all or a majority of the vacancies on the committees.